

March 7, 2019

NH CONSUMER CONFIDENCE SLIGHTLY DOWN FROM PREVIOUS ALL-TIME HIGHS

By: Sean P. McKinley, M.A.
Zachary S. Azem, M.A.
Andrew E. Smith, Ph.D.

andrew.smith@unh.edu
603-862-2226
cola.unh.edu/unh-survey-center

DURHAM, NH - New Hampshire residents remain optimistic about business conditions in New Hampshire and the country. Republicans are significantly more optimistic about the economy than are Democrats.

These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence***, conducted by the University of New Hampshire Survey Center. Six hundred four (604) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between February 18 and February 26, 2019. The margin of sampling error for the survey is +/- 4.0 percent.

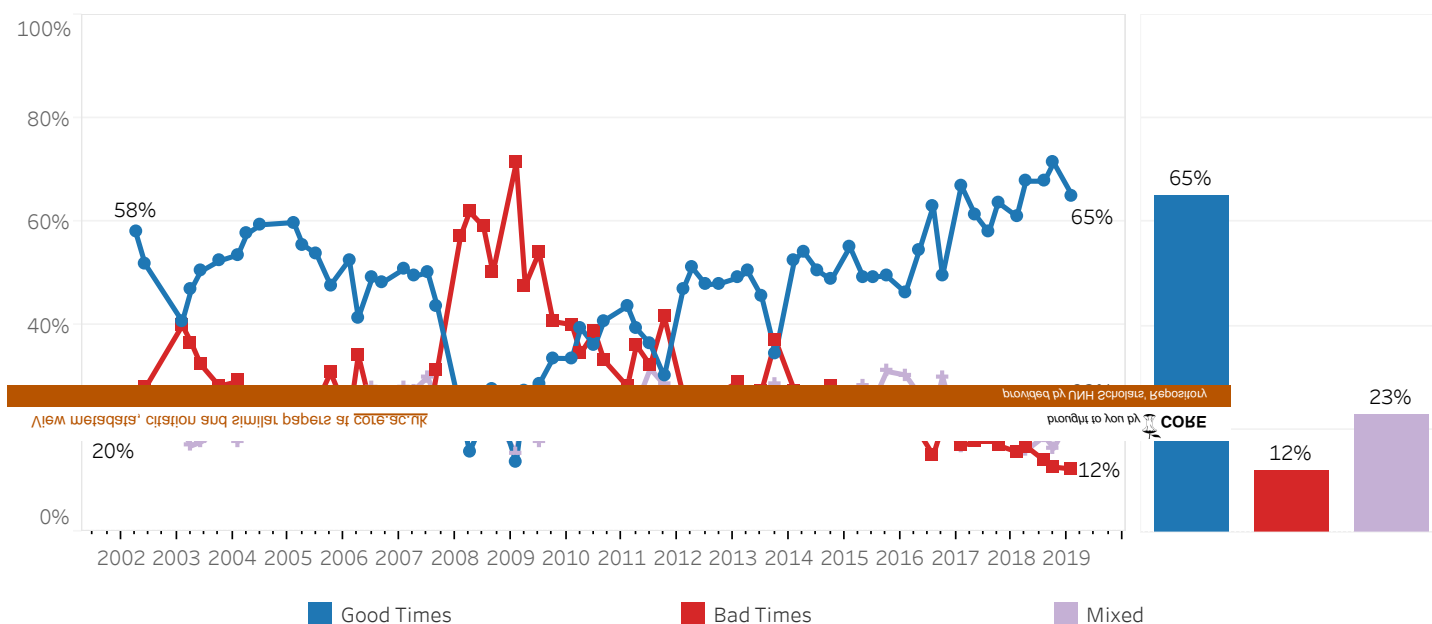
N.H. Business Conditions

New Hampshire currently enjoys a strong economy and very low unemployment rates, but there are some sign of concern among residents. When asked how they expect New Hampshire businesses will do in the upcoming year, 65% of Granite Staters think state businesses will enjoy good times financially, 12% think they will experience bad times, and 23% anticipate mixed conditions. Four in five Republicans (80%), 57% of Independents, and 52% of Democrats anticipate good times. Optimism about the state's economy among Independents (57%) has declined somewhat since October 2018 (67%).

"We continue to see very strong numbers in areas tied to residents' direct experiences, such as New Hampshire business conditions, their household finances, and confidence in making major purchases," said BIA Senior Vice President of Public Policy David Juvet. "But the continuing partisan divides over the US economic outlook, with Republicans expressing optimism while Democrats feel far less positive, is troubling. Midterm elections winners from both parties need to be aware of the effect their rhetoric is having on consumer confidence."

Business Conditions in NH - Next 12 Months

February 2019



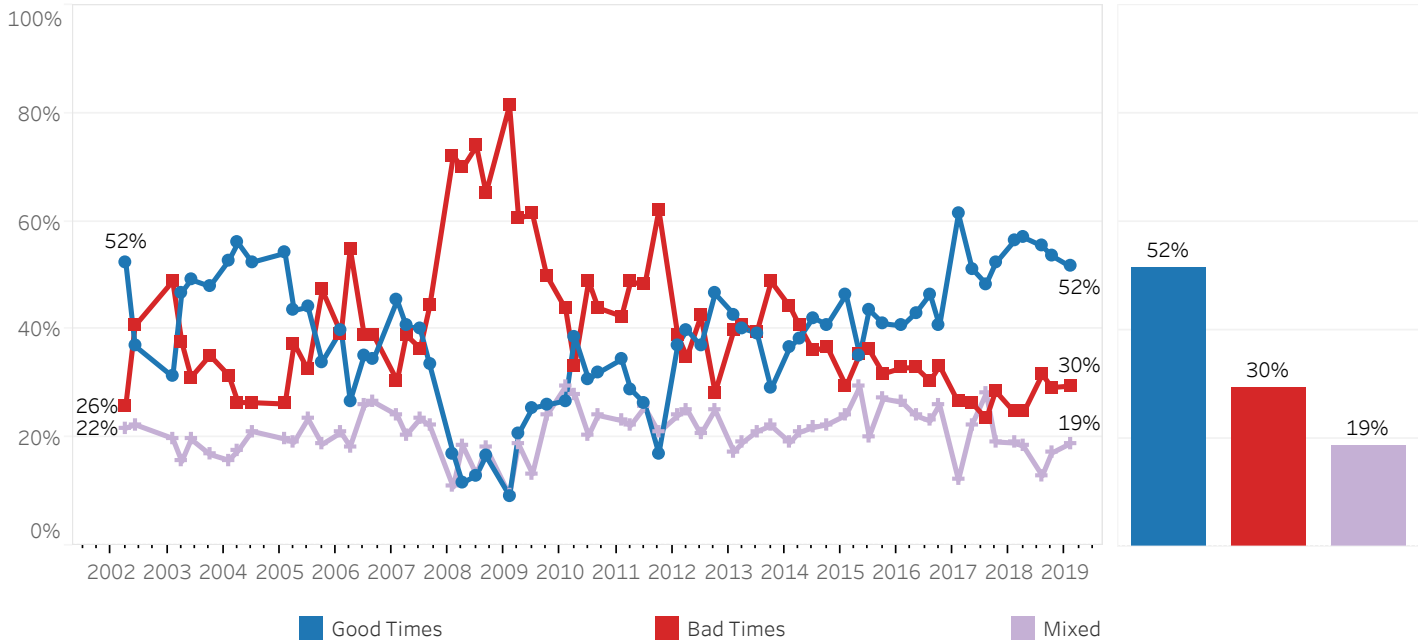
*We ask that this copyrighted information be referred to as *the BIA Report on Consumer Confidence*, sponsored by the New Hampshire Business and Industry Association, and conducted by the University of New Hampshire Survey Center.

U.S. Business Conditions

Granite Staters are slightly less optimistic about the future of the U.S. economy, but a majority still anticipate good times nationally. Fifty-two percent think businesses across the country will experience good times in the next 12 months, 30% anticipate businesses will have bad times, and 19% think conditions will be mixed. Confidence in the U.S. economy has slightly declined over the past three quarters but remains higher than at any point from 2005 to 2016.

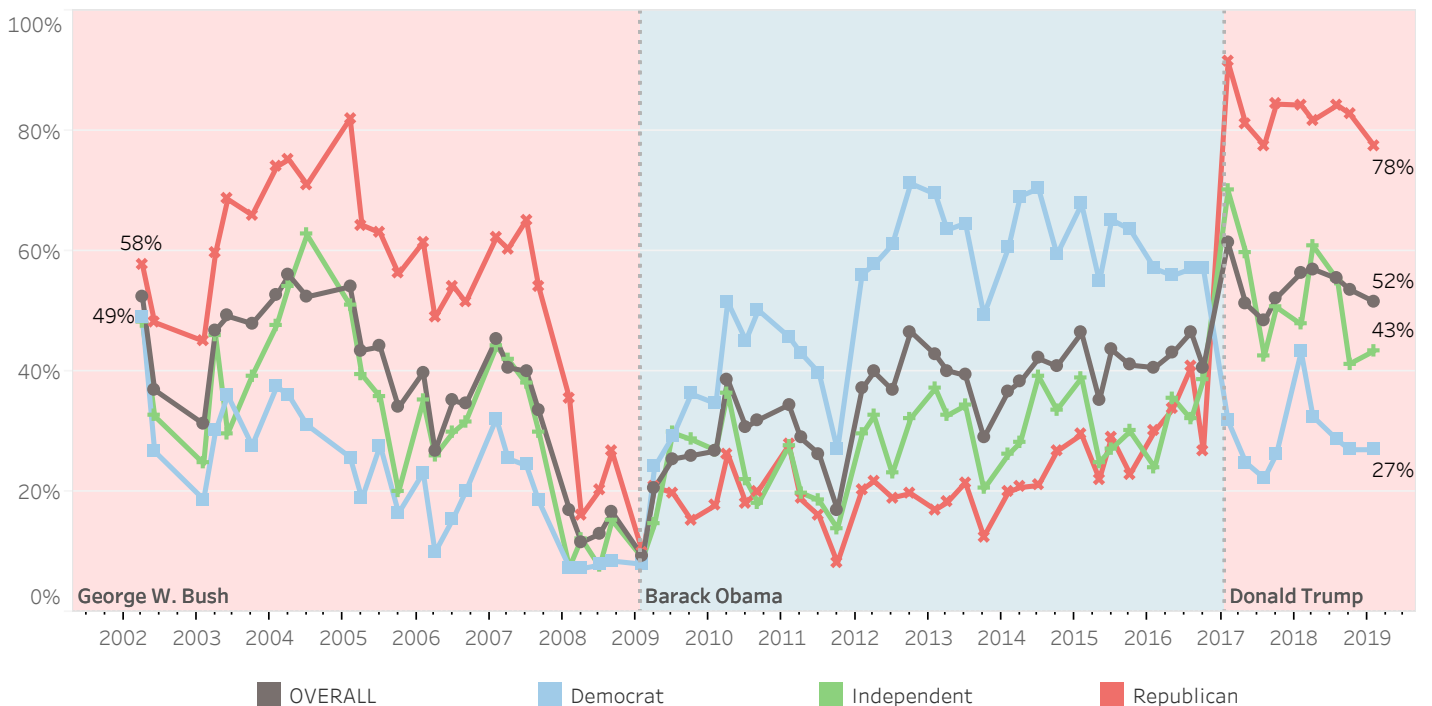
Business Conditions in US - Next 12 Months

February 2019



Seventy-eight percent of Republicans feel U.S. businesses will experience good times over the next year but only 43% of Independents and 27% of Democrats agree. Optimism among Republicans (78%) is tied for its lowest point in the Trump presidency.

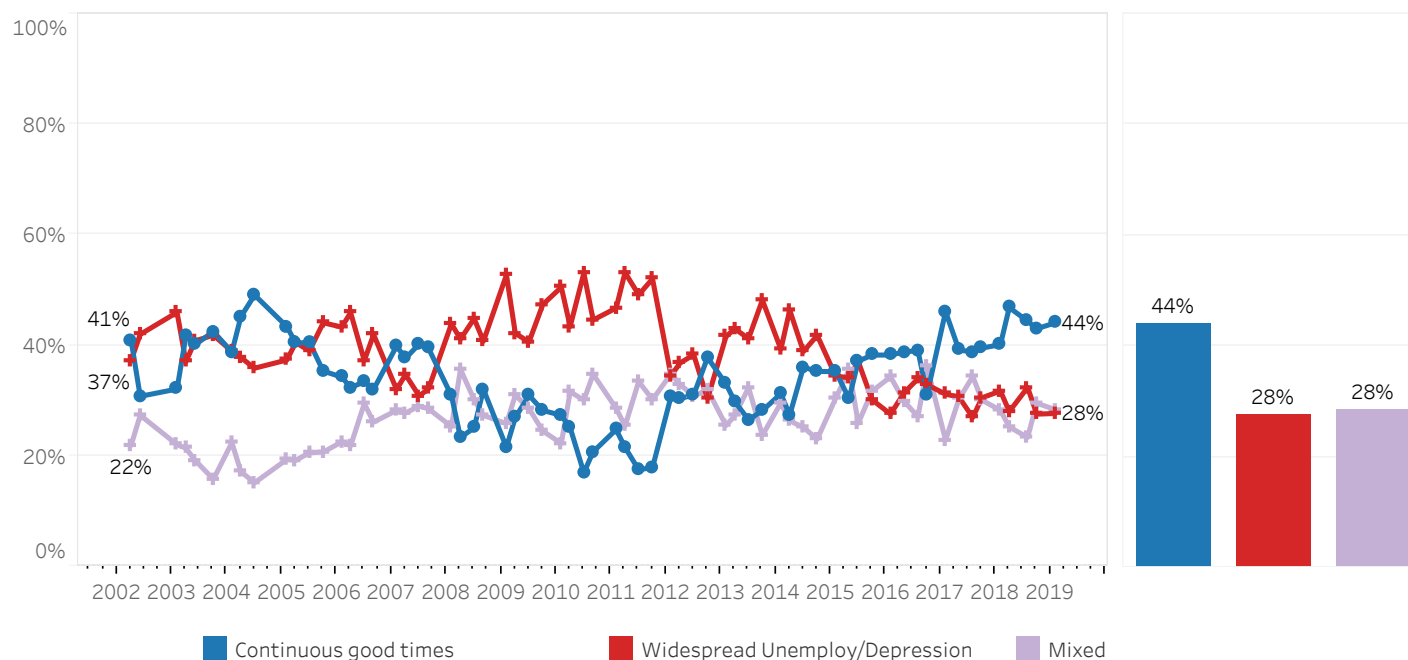
Anticipate Good Times in US Business Conditions Over Next 12 Months - By Party ID



Looking further into the future, just under half (44%) of New Hampshire residents believe the U.S. economy will enjoy continuous good times over the next 5 years, 28% expect periods of widespread unemployment and depression, and 28% see a mix of good and bad conditions. Long-term expectations about the U.S. economy have remained stable over the past two years.

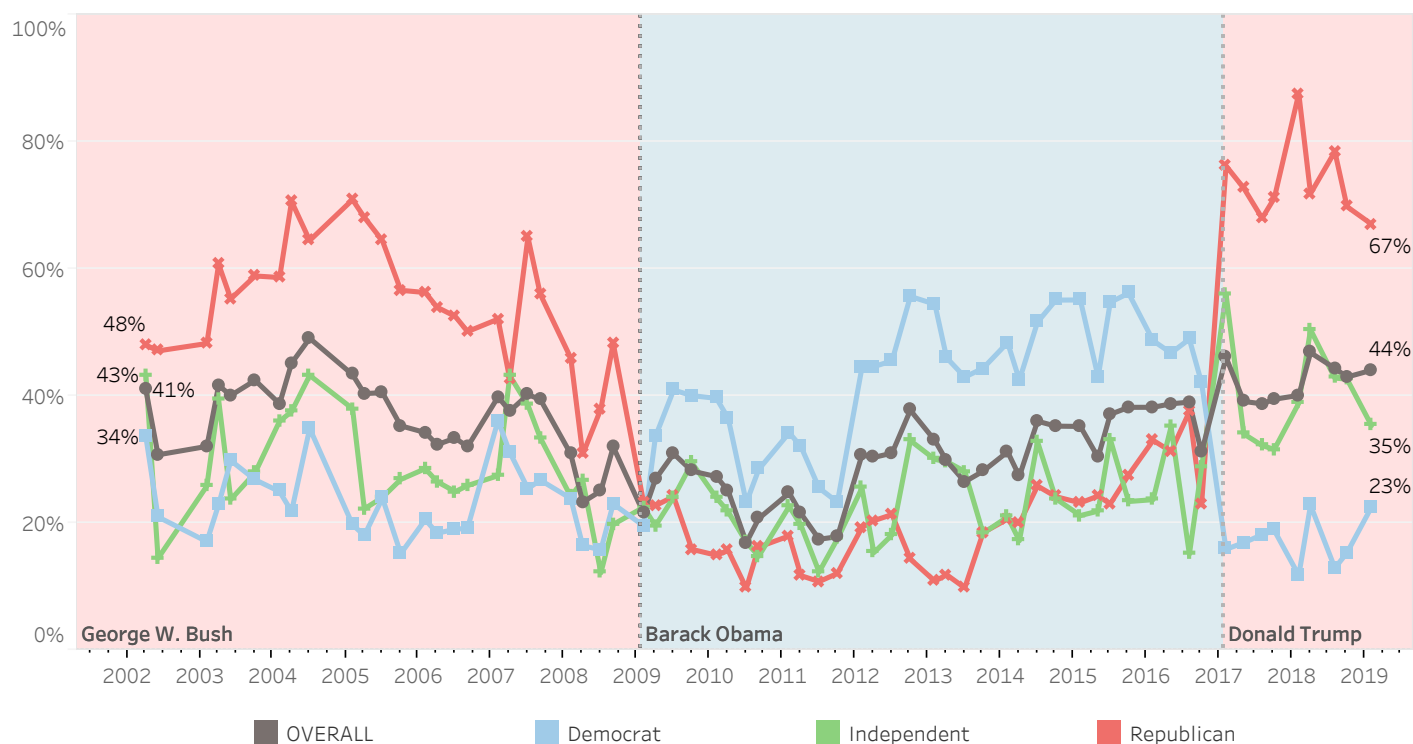
U.S. 5 Year Economic Outlook

February 2019



Optimism among Republicans about the country's long-term economic outlook (67%) has declined since its all-time high in February 2018 (88%) and is at its lowest point during the Trump presidency. Thirty-five percent of Independents foresee a good long-term economic outlook but only 23% of Democrats agree.

Expect Continuous Good Times Over Next 5 Years for U.S. Economy - By Party ID

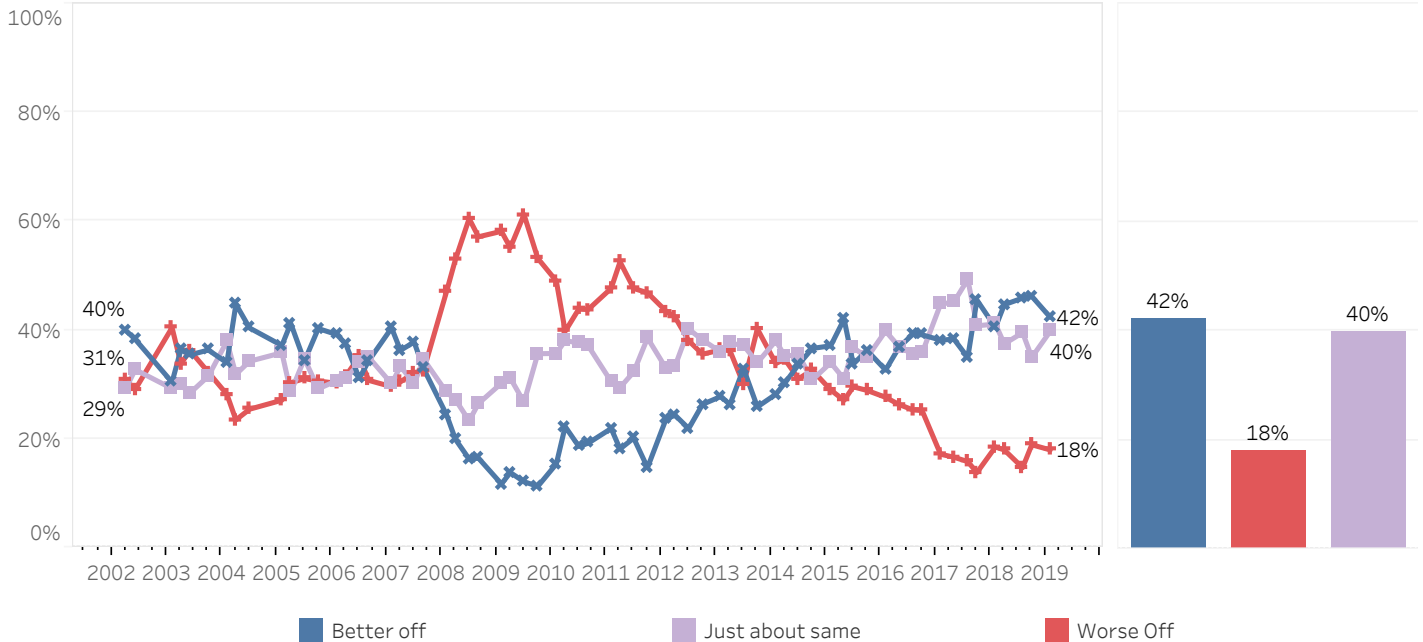


Personal Financial Conditions

Turning to personal finances, 42% of New Hampshire residents consider themselves to be better off financially than they were a year ago, while 40% say their finances are about the same, and 18% say they are worse off.

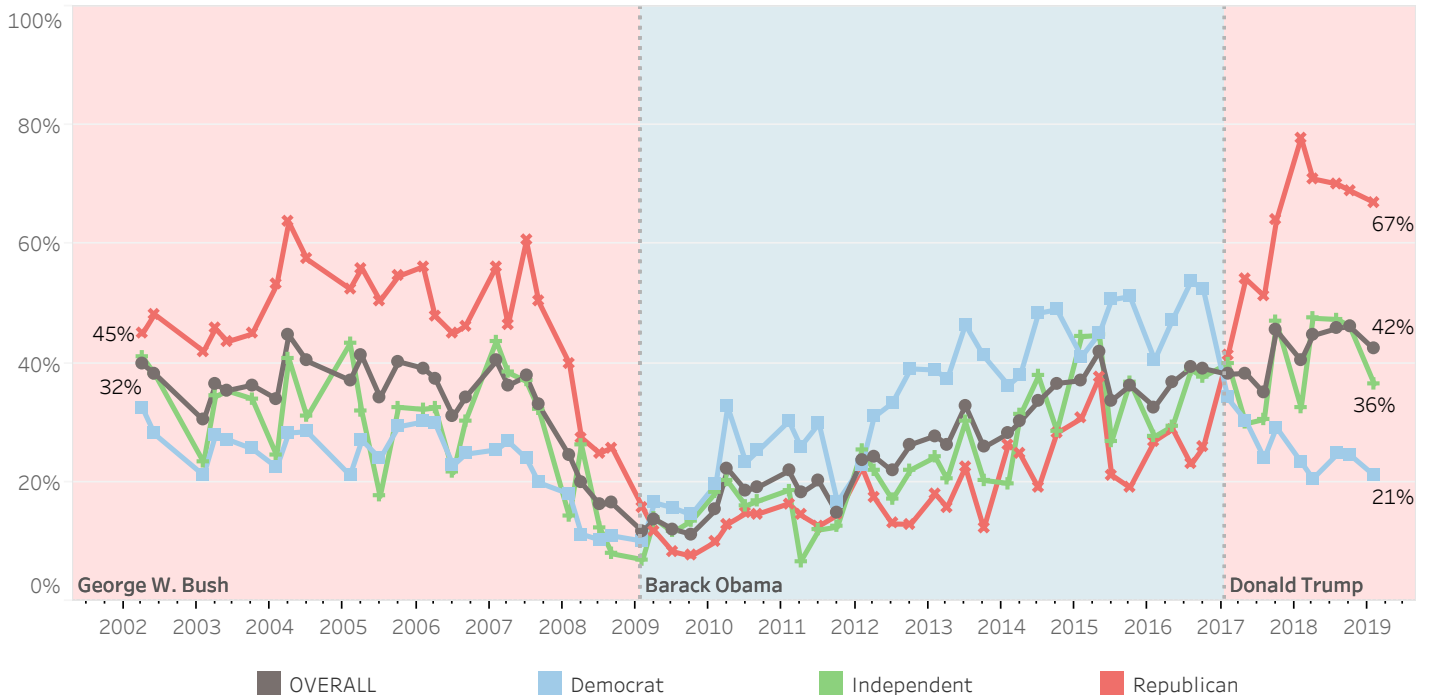
Household Financial Condition - Compared to 1 Year Ago

February 2019



Sixty-seven percent of Republicans say they are better off than they were a year ago but only 36% of Independents and 21% of Democrats agree. The percentage of Republicans who say they are better off than a year ago (67%) has declined from an all-time high a year ago (78%). The partisan gap in the assessment of personal finances compared to a year ago remains far larger during the Trump presidency than it was during the Bush and Obama presidencies.

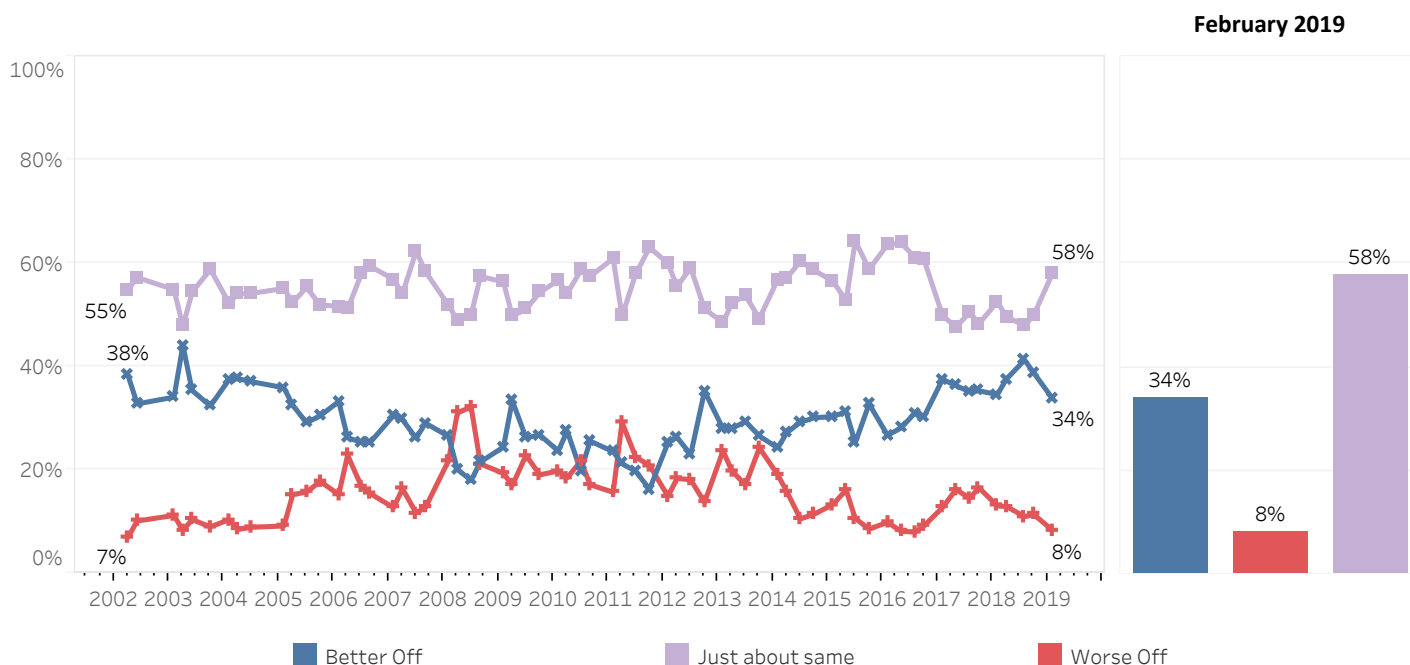
Better Off Compared to 1 Year Ago - By Party ID



More than half (58%) of Granite Staters expect their household will have about the same financial condition next year as they do today, 34% think they will be better off, and only 8% think they will be worse off. Responses to this question have remained largely stable over Trump's administration.

Republicans (49%) are more likely than Independents (38%) and Democrats (17%) to say they anticipate being better off financially in 12 months. Republicans (49%) are less likely to anticipate being better off financially in 12 months than they were in October 2018 (60%).

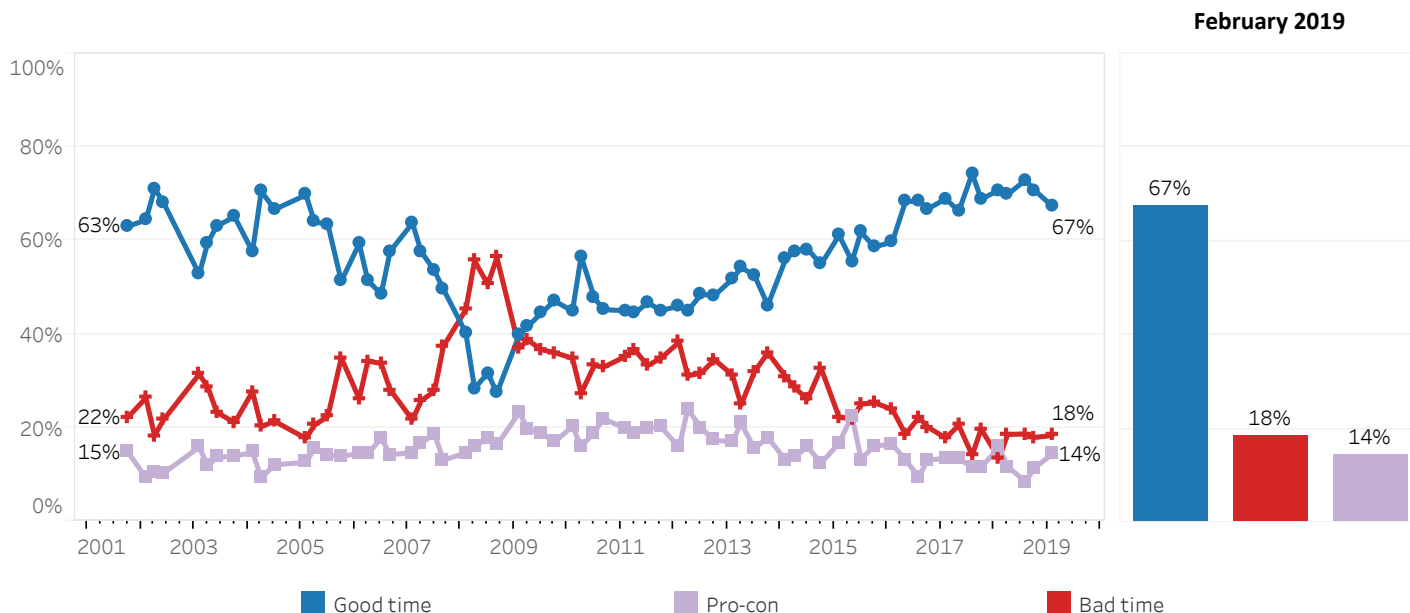
Household Financial Condition - 12 Months From Now



Two-thirds of New Hampshire adults (67%) think it is a good time to buy major items for their home. Just 18% think it is a bad time and 14% think it depends on a person's finances.

Eighty percent of Republicans believe now is a good time to buy major items for their home, while 60% of Democrats and 58% of Independents agree.

Good Time to Buy a Major Household Item



Business and Industry Association Report on Consumer Confidence Methodology

These findings are based on the latest Business and Industry Association (BIA) Report on Consumer Confidence, conducted by the University of New Hampshire Survey Center. Six hundred four (604) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between February 18 and February 26, 2019. The margin of sampling error for the survey is +/- 4.0 percent. These MSE's have not been adjusted for design effect. The design effect for the survey is 1.2%.

The random sample used in the BIA Report on Consumer Confidence was purchased from Scientific Telephone Samples (STS), Rancho Santo Margarita, CA. STS screens each selected telephone number to eliminate non-working numbers, disconnected numbers, and business numbers to improve the efficiency of the sample, reducing the amount of time interviewers spend calling non-usable numbers. When a landline number is reached, the interviewer randomly selects a member of the household by asking to speak with the adult currently living in the household who has had the most recent birthday. This selection process ensures that every adult (18 years of age or older) in the household has an equal chance of being included in the survey.

The data have been weighted to adjust for numbers of adults and telephone lines within households. Additionally, data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response. Due to rounding, percentages may not sum to 100%. The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions.

For more information about the methodology used in the BIA Report on Consumer Confidence, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

BIA Report on Consumer Confidence, Winter 2019 Demographics

		<u>N</u>	<u>%</u>
Sex of Respondent	Female	307	51%
	Male	297	49%
Age of Respondent	18 to 34	156	27%
	35 to 49	136	23%
	50 to 64	172	30%
	65 and older	115	20%
Level of Education	High school or less	175	30%
	Technical school/Some college	225	38%
	College graduate	112	19%
	Postgraduate work	79	13%
Region of State	Central / Lakes	107	18%
	Connecticut Valley	85	14%
	Manchester Area	106	18%
	Mass Border	147	24%
	North Country	54	9%
	Seacoast	105	17%
Registered to Vote	Reg. Democrat	139	23%
	Registered Undeclared/Not Reg.	309	51%
	Reg. Republican	153	25%
Party ID	Democrat	233	40%
	Independent	113	19%
	Republican	238	41%
Congressional District	First Congressional District	311	52%
	Second Congressional District	293	48%

Business Conditions in New Hampshire in 12 Months

Turning to business conditions in New Hampshire as a whole – do you think that during the next twelve months we'll have good times financially, or bad times, or what?

	<u>Good Times</u>	<u>Bad Times</u>	<u>Mixed</u>	<u>N</u>		<u>Good Times</u>	<u>Bad Times</u>	<u>Mixed</u>	<u>N</u>
April 2002	58%	22%	20%	462	February 2011	44%	28%	28%	481
June 2002	52%	28%	20%	588	April 2011	39%	36%	25%	478
February 2003	41%	40%	19%	577	July 2011	36%	32%	32%	469
April 2003	47%	37%	17%	459	October 2011	30%	42%	28%	498
June 2003	50%	32%	17%	485	February 2012	47%	27%	27%	484
October 2003	52%	28%	19%	449	April 2012	51%	25%	24%	488
February 2004	54%	29%	17%	448	July 2012	48%	26%	26%	456
April 2004	58%	22%	20%	457	October 2012	48%	27%	25%	511
July 2004	59%	20%	21%	444	February 2013	49%	29%	22%	523
February 2005	60%	19%	21%	453	April 2013	50%	25%	24%	454
April 2005	56%	25%	19%	433	July 2013	46%	27%	27%	461
July 2005	54%	25%	22%	429	October 2013	34%	37%	29%	540
October 2005	48%	31%	22%	431	February 2014	52%	27%	20%	502
February 2006	53%	22%	25%	432	April 2014	54%	26%	20%	451
April 2006	41%	34%	24%	457	July 2014	51%	24%	25%	454
July 2006	49%	23%	28%	444	October 2014	49%	28%	23%	480
September 2006	48%	27%	25%	453	February 2015	55%	19%	26%	454
February 2007	51%	21%	28%	462	May 2015	49%	23%	28%	521
April 2007	49%	23%	27%	458	July 2015	49%	26%	25%	463
July 2007	50%	20%	30%	442	October 2015	49%	20%	31%	490
September 2007	44%	31%	25%	433	February 2016	46%	23%	30%	451
February 2008	23%	57%	19%	494	May 2016	54%	19%	26%	430
April 2008	15%	62%	23%	455	August 2016	63%	15%	22%	408
July 2008	22%	59%	19%	481	October 2016	49%	21%	30%	467
September 2008	27%	50%	22%	480	February 2017	67%	17%	16%	436
February 2009	13%	71%	15%	586	May 2017	61%	17%	21%	436
April 2009	27%	48%	25%	472	August 2017	58%	18%	24%	442
July 2009	29%	54%	17%	522	October 2017	64%	17%	20%	492
October 2009	34%	41%	26%	479	February 2018	61%	15%	24%	435
February 2010	33%	40%	26%	460	April 2018	68%	17%	16%	480
April 2010	39%	35%	26%	473	August 2018	68%	14%	18%	430
July 2010	36%	39%	25%	458	October 2018	71%	12%	16%	546
September 2010	41%	33%	26%	475	February 2019	65%	12%	23%	535

Business Conditions in U.S. in 12 Months

Turning to business conditions in the country as a whole – do you think that during the next twelve months we'll have good times financially, or bad times, or what?

	<u>Good Times</u>	<u>Bad Times</u>	<u>Mixed</u>	<u>N</u>		<u>Good Times</u>	<u>Bad Times</u>	<u>Mixed</u>	<u>N</u>
April 2002	52%	26%	22%	484	February 2011	34%	42%	23%	495
June 2002	37%	41%	22%	599	April 2011	29%	49%	22%	483
February 2003	31%	49%	20%	606	July 2011	26%	48%	26%	490
April 2003	47%	38%	16%	477	October 2011	17%	62%	21%	517
June 2003	49%	31%	20%	491	February 2012	37%	39%	24%	493
October 2003	48%	35%	17%	455	April 2012	40%	35%	25%	492
February 2004	53%	31%	16%	461	July 2012	37%	42%	21%	464
April 2004	56%	26%	18%	468	October 2012	47%	28%	25%	513
July 2004	52%	26%	21%	446	February 2013	43%	40%	17%	548
February 2005	54%	26%	20%	488	April 2013	40%	41%	19%	480
April 2005	44%	37%	19%	450	July 2013	39%	40%	21%	469
July 2005	44%	32%	23%	438	October 2013	29%	49%	22%	563
October 2005	34%	47%	19%	459	February 2014	37%	44%	19%	524
February 2006	40%	39%	21%	445	April 2014	38%	41%	21%	474
April 2006	27%	55%	18%	467	July 2014	42%	36%	22%	480
July 2006	35%	39%	26%	454	October 2014	41%	37%	22%	512
September 2006	35%	39%	27%	473	February 2015	46%	29%	24%	476
February 2007	45%	30%	24%	486	May 2015	35%	35%	29%	544
April 2007	41%	39%	20%	479	July 2015	44%	36%	20%	480
July 2007	40%	36%	23%	456	October 2015	41%	32%	27%	508
September 2007	33%	44%	22%	464	February 2016	41%	33%	26%	471
February 2008	17%	72%	11%	529	May 2016	43%	33%	24%	422
April 2008	12%	70%	19%	482	August 2016	47%	30%	23%	407
July 2008	13%	74%	13%	500	October 2016	41%	33%	26%	467
September 2008	17%	65%	18%	508	February 2017	61%	26%	12%	447
February 2009	9%	81%	9%	594	May 2017	51%	26%	22%	462
April 2009	21%	61%	19%	471	August 2017	48%	23%	28%	443
July 2009	25%	61%	13%	546	October 2017	52%	29%	19%	507
October 2009	26%	50%	24%	481	February 2018	56%	25%	19%	480
February 2010	27%	44%	29%	475	April 2018	57%	25%	18%	488
April 2010	39%	33%	28%	483	August 2018	55%	32%	13%	454
July 2010	31%	49%	20%	473	October 2018	54%	29%	17%	580
September 2010	32%	44%	24%	479	February 2019	52%	30%	19%	550

5 Year Economic Outlook - U.S.

Looking ahead, which would you say is more likely – that in the country as a whole we will have continuous good times during the next five years or so, or that we will have periods of widespread unemployment or depression, or what?

	<u>Continuous good times</u>	<u>Mixed</u>	<u>Widespread Unemploy/ Depression</u>	<u>N</u>		<u>Continuous good times</u>	<u>Mixed</u>	<u>Widespread Unemploy/ Depression</u>	<u>N</u>
April 2002	41%	22%	37%	463	February 2011	25%	29%	47%	482
June 2002	31%	27%	42%	603	April 2011	21%	25%	53%	479
February 2003	32%	22%	46%	607	July 2011	17%	33%	49%	484
April 2003	42%	21%	37%	468	October 2011	18%	30%	52%	515
June 2003	40%	19%	41%	479	February 2012	31%	35%	34%	479
October 2003	42%	16%	42%	457	April 2012	30%	33%	37%	465
February 2004	39%	22%	39%	454	July 2012	31%	31%	38%	453
April 2004	45%	17%	38%	467	October 2012	38%	32%	30%	490
July 2004	49%	15%	36%	431	February 2013	33%	25%	42%	562
February 2005	43%	19%	37%	497	April 2013	30%	27%	43%	471
April 2005	40%	19%	40%	455	July 2013	26%	32%	41%	485
July 2005	41%	21%	39%	461	October 2013	28%	24%	48%	552
October 2005	35%	21%	44%	460	February 2014	31%	30%	39%	529
February 2006	34%	22%	43%	444	April 2014	27%	26%	46%	461
April 2006	32%	22%	46%	471	July 2014	36%	25%	39%	460
July 2006	33%	29%	37%	447	October 2014	35%	23%	42%	493
September 2006	32%	26%	42%	473	February 2015	35%	30%	34%	460
February 2007	40%	28%	32%	478	May 2015	30%	36%	34%	514
April 2007	38%	28%	35%	472	July 2015	37%	26%	37%	444
July 2007	40%	29%	31%	432	October 2015	38%	32%	30%	490
September 2007	39%	28%	32%	443	February 2016	38%	34%	28%	428
February 2008	31%	25%	44%	502	May 2016	39%	30%	31%	405
April 2008	23%	36%	41%	439	August 2016	39%	27%	34%	399
July 2008	25%	30%	45%	485	October 2016	31%	36%	33%	466
September 2008	32%	27%	41%	484	February 2017	46%	23%	31%	461
February 2009	22%	26%	53%	590	May 2017	39%	30%	31%	467
April 2009	27%	31%	42%	479	August 2017	39%	34%	27%	457
July 2009	31%	29%	41%	538	October 2017	39%	30%	30%	524
October 2009	28%	24%	47%	463	February 2018	40%	28%	32%	477
February 2010	27%	22%	50%	472	April 2018	47%	25%	28%	497
April 2010	25%	32%	43%	472	August 2018	44%	23%	32%	446
July 2010	17%	30%	53%	477	October 2018	43%	30%	28%	577
September 2010	21%	35%	45%	486	February 2019	44%	28%	28%	522

Household Financial Condition Compared to 12 Months Ago

We are interested in how people are getting along financially these days. Would you say that you and your family living there are better off or worse off financially than you were a year ago?

	<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	<u>N</u>		<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	<u>N</u>
April 2002	40%	31%	29%	507	February 2011	22%	48%	30%	518
June 2002	38%	29%	33%	650	April 2011	18%	53%	29%	502
February 2003	30%	40%	29%	647	July 2011	20%	48%	32%	509
April 2003	36%	34%	30%	505	October 2011	15%	47%	39%	553
June 2003	35%	36%	28%	514	February 2012	24%	43%	33%	518
October 2003	36%	32%	32%	496	April 2012	24%	42%	33%	533
February 2004	34%	28%	38%	503	July 2012	22%	38%	40%	516
April 2004	45%	23%	32%	538	October 2012	26%	36%	38%	583
July 2004	40%	25%	34%	495	February 2013	28%	36%	36%	575
February 2005	37%	27%	36%	537	April 2013	26%	36%	38%	503
April 2005	41%	30%	29%	493	July 2013	33%	30%	37%	507
July 2005	34%	31%	35%	500	October 2013	26%	40%	34%	584
October 2005	40%	31%	29%	503	February 2014	28%	34%	38%	559
February 2006	39%	30%	31%	492	April 2014	30%	35%	35%	506
April 2006	37%	32%	31%	500	July 2014	34%	31%	35%	510
July 2006	31%	35%	34%	504	October 2014	37%	33%	31%	532
September 2006	34%	31%	35%	508	February 2015	37%	29%	34%	499
February 2007	40%	30%	30%	531	May 2015	42%	27%	31%	562
April 2007	36%	30%	33%	507	July 2015	34%	30%	37%	527
July 2007	38%	32%	30%	514	October 2015	36%	29%	35%	578
September 2007	33%	32%	35%	498	February 2016	33%	28%	40%	525
February 2008	24%	47%	29%	550	May 2016	37%	26%	37%	495
April 2008	20%	53%	27%	495	August 2016	39%	25%	35%	495
July 2008	16%	60%	23%	517	October 2016	39%	25%	36%	574
September 2008	16%	57%	26%	543	February 2017	38%	17%	45%	499
February 2009	12%	58%	30%	615	May 2017	38%	17%	45%	487
April 2009	14%	55%	31%	502	August 2017	35%	16%	49%	499
July 2009	12%	61%	27%	550	October 2017	45%	14%	41%	565
October 2009	11%	53%	36%	499	February 2018	40%	18%	41%	507
February 2010	15%	49%	36%	497	April 2018	45%	18%	37%	539
April 2010	22%	40%	38%	505	August 2018	46%	15%	39%	492
July 2010	19%	44%	38%	497	October 2018	46%	19%	35%	635
September 2010	19%	44%	37%	510	February 2019	42%	18%	40%	593

Household Financial Condition 12 Months from Now

Now, looking ahead – do you think that a year from now you and your family will be better off financially ... or worse off ... or just about the same?

	<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	<u>N</u>		<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	<u>N</u>
April 2002	38%	7%	55%	479	February 2011	23%	16%	61%	500
June 2002	33%	10%	57%	625	April 2011	21%	29%	50%	484
February 2003	34%	11%	55%	622	July 2011	20%	22%	58%	499
April 2003	44%	8%	48%	487	October 2011	16%	21%	63%	532
June 2003	35%	10%	54%	501	February 2012	25%	15%	60%	486
October 2003	32%	9%	59%	486	April 2012	26%	18%	55%	493
February 2004	37%	10%	52%	488	July 2012	23%	18%	59%	473
April 2004	38%	8%	54%	509	October 2012	35%	14%	51%	519
July 2004	37%	9%	54%	477	February 2013	28%	24%	48%	563
February 2005	36%	9%	55%	524	April 2013	28%	20%	52%	487
April 2005	32%	15%	52%	485	July 2013	29%	17%	54%	495
July 2005	29%	16%	55%	489	October 2013	27%	24%	49%	569
October 2005	30%	18%	52%	481	February 2014	24%	19%	57%	546
February 2006	33%	15%	52%	488	April 2014	27%	16%	57%	486
April 2006	26%	23%	51%	492	July 2014	29%	10%	60%	503
July 2006	25%	17%	58%	484	October 2014	30%	11%	59%	512
September 2006	25%	15%	59%	495	February 2015	30%	13%	57%	498
February 2007	30%	13%	57%	515	May 2015	31%	16%	53%	552
April 2007	30%	16%	54%	492	July 2015	25%	11%	64%	514
July 2007	26%	12%	62%	491	October 2015	33%	9%	59%	551
September 2007	29%	13%	58%	489	February 2016	27%	10%	64%	492
February 2008	26%	22%	52%	518	May 2016	28%	8%	64%	466
April 2008	20%	31%	49%	470	August 2016	31%	8%	61%	441
July 2008	18%	32%	50%	483	October 2016	30%	9%	61%	497
September 2008	22%	21%	57%	486	February 2017	37%	13%	50%	483
February 2009	24%	19%	56%	568	May 2017	36%	16%	48%	466
April 2009	33%	17%	50%	483	August 2017	35%	14%	50%	479
July 2009	26%	23%	51%	531	October 2017	35%	17%	48%	558
October 2009	27%	19%	54%	482	February 2018	35%	13%	52%	510
February 2010	24%	20%	57%	473	April 2018	37%	13%	50%	512
April 2010	27%	18%	54%	492	August 2018	41%	11%	48%	472
July 2010	20%	22%	59%	487	October 2018	39%	11%	50%	613
September 2010	26%	17%	57%	497	February 2019	34%	8%	58%	584

Good Time to Buy Major Household Item

Now thinking about the big things people buy for their home – such as furniture, a refrigerator, a stove, television and things like that. Generally speaking, do you think now is a good time or a bad time for people to buy major household items?

	Good Time	Bad Time	Pro-con	N		Good Time	Bad Time	Pro-con	N
October 2001	63%	22%	15%	507	February 2011	45%	35%	20%	478
February 2002	64%	26%	9%	303	April 2011	44%	37%	19%	475
April 2002	71%	18%	11%	480	July 2011	47%	33%	20%	479
June 2002	68%	22%	10%	613	October 2011	45%	35%	20%	514
February 2003	53%	31%	16%	600	February 2012	46%	38%	16%	487
April 2003	60%	29%	12%	486	April 2012	45%	31%	24%	503
June 2003	63%	23%	14%	475	July 2012	48%	32%	20%	468
October 2003	65%	21%	14%	468	October 2012	48%	35%	17%	551
February 2004	58%	28%	15%	462	February 2013	52%	31%	17%	515
April 2004	71%	20%	9%	487	April 2013	54%	25%	21%	468
July 2004	67%	21%	12%	456	July 2013	53%	32%	16%	467
February 2005	70%	18%	13%	478	October 2013	46%	36%	18%	552
April 2005	64%	21%	15%	446	February 2014	56%	31%	13%	498
July 2005	63%	22%	14%	441	April 2014	58%	29%	14%	460
October 2005	51%	35%	14%	456	July 2014	58%	26%	16%	460
February 2006	59%	26%	15%	442	October 2014	55%	33%	12%	495
April 2006	51%	34%	14%	448	February 2015	61%	22%	17%	458
July 2006	49%	34%	18%	453	May 2015	56%	22%	23%	519
September 2006	58%	28%	14%	452	July 2015	62%	25%	13%	466
February 2007	64%	22%	15%	488	October 2015	59%	25%	16%	521
April 2007	58%	26%	17%	458	February 2016	60%	24%	16%	480
July 2007	54%	28%	19%	430	May 2016	68%	19%	13%	443
September 2007	50%	37%	13%	433	August 2016	68%	22%	9%	430
February 2008	40%	45%	15%	517	October 2016	67%	20%	13%	508
April 2008	28%	56%	16%	465	February 2017	69%	18%	13%	450
July 2008	32%	51%	18%	487	May 2017	66%	20%	13%	438
September 2008	27%	56%	16%	495	August 2017	74%	14%	12%	424
February 2009	40%	37%	23%	591	October 2017	69%	20%	11%	500
April 2009	42%	39%	20%	491	February 2018	71%	13%	16%	449
July 2009	44%	37%	19%	548	April 2018	70%	19%	12%	465
October 2009	47%	36%	17%	472	August 2018	73%	19%	8%	435
February 2010	45%	35%	20%	469	October 2018	71%	18%	11%	549
April 2010	57%	27%	16%	471	February 2019	67%	18%	14%	513
July 2010	48%	33%	19%	469					
September 2010	45%	33%	22%	491					

Business Conditions in New Hampshire in 12 Months

		<u>Good Times</u>	<u>Bad Times</u>	<u>Mixed</u>	<u>N</u>
STATEWIDE		65%	12%	23%	535
Registered to Vote	Reg. Democrat	52%	21%	26%	115
	Registered Undeclared/Not Reg.	62%	12%	25%	275
	Reg. Republican	81%	4%	15%	143
Party ID	Democrat	52%	17%	30%	193
	Independent	57%	15%	28%	102
	Republican	80%	7%	14%	224
Ideology	Liberal	46%	21%	33%	100
	Moderate	64%	14%	23%	230
	Conservative	82%	5%	13%	170
Media Usage	Listen to Conserv. Radio	88%	2%	10%	60
	Listen to NHPR	59%	12%	29%	130
	Read Local Newspapers	54%	16%	30%	63
	Read Union Leader	65%	16%	19%	113
	Watch WMUR	67%	11%	22%	264
Age of Respondent	18 to 34	68%	8%	24%	138
	35 to 49	54%	15%	31%	120
	50 to 64	74%	12%	14%	156
	65 and older	58%	14%	28%	102
Sex of Respondent	Female	60%	16%	24%	264
	Male	70%	9%	22%	271
Level of Education	High school or less	67%	10%	24%	163
	Technical school/Some college	68%	9%	23%	193
	College graduate	61%	17%	22%	100
	Postgraduate work	55%	19%	26%	70
Frequency Attending Relig. Services	Once a week or more	69%	15%	16%	101
	Once or twice a month	74%	11%	15%	33
	Few times a year	73%	7%	20%	137
	Never	57%	14%	29%	245
2016 Presidential Vote	Donald Trump	84%	5%	11%	194
	Hillary Clinton	47%	20%	32%	162
	Voted for Other	48%	12%	40%	57
	Did Not Vote	60%	12%	29%	87
Gun Owner in Household	Gun Owner	73%	7%	20%	242
	Not Gun Owner	57%	17%	26%	268
Region of State	Central/ Lakes	68%	13%	19%	97
	Connecticut Valley	59%	16%	25%	73
	Manchester Area	60%	15%	25%	100
	Mass Border	75%	7%	18%	128
	North Country	58%	12%	30%	49
	Seacoast	61%	12%	27%	89
Congressional District	First Congressional District	68%	11%	21%	274
	Second Congressional District	62%	13%	25%	261

Business Conditions in US in 12 Months

		<u>Good Times</u>	<u>Bad Times</u>	<u>Mixed</u>	<u>N</u>
STATEWIDE		52%	30%	19%	550
Registered to Vote	Reg. Democrat	24%	50%	27%	121
	Registered Undeclared/Not Reg.	48%	33%	19%	283
	Reg. Republican	83%	5%	12%	143
Party ID	Democrat	27%	52%	21%	203
	Independent	43%	33%	23%	106
	Republican	78%	8%	15%	223
Ideology	Liberal	21%	53%	26%	107
	Moderate	48%	37%	15%	228
	Conservative	78%	8%	15%	175
Media Usage	Listen to Conserv. Radio	93%		7%	60
	Listen to NHPR	30%	46%	24%	132
	Read Local Newspapers	41%	39%	20%	66
	Read Union Leader	53%	29%	18%	110
	Watch WMUR	52%	30%	19%	270
Age of Respondent	18 to 34	57%	24%	19%	146
	35 to 49	44%	32%	24%	119
	50 to 64	53%	30%	17%	160
	65 and older	50%	33%	17%	102
Sex of Respondent	Female	42%	39%	19%	272
	Male	61%	20%	19%	278
Level of Education	High school or less	59%	25%	17%	166
	Technical school/Some college	53%	28%	19%	199
	College graduate	44%	37%	19%	100
	Postgraduate work	38%	35%	27%	73
Frequency Attending Relig. Services	Once a week or more	69%	19%	12%	102
	Once or twice a month	48%	32%	21%	34
	Few times a year	53%	24%	23%	143
	Never	42%	38%	20%	248
2016 Presidential Vote	Donald Trump	84%	6%	10%	200
	Hillary Clinton	17%	57%	26%	167
	Voted for Other	24%	44%	32%	60
	Did Not Vote	56%	25%	19%	87
Gun Owner in Household	Gun Owner	65%	17%	18%	247
	Not Gun Owner	37%	43%	20%	272
Region of State	Central/ Lakes	54%	27%	19%	96
	Connecticut Valley	43%	33%	23%	73
	Manchester Area	60%	30%	10%	95
	Mass Border	58%	24%	18%	141
	North Country	48%	22%	30%	50
	Seacoast	40%	40%	20%	95
Congressional District	First Congressional District	52%	31%	16%	283
	Second Congressional District	51%	28%	22%	267

5 Year Economic Outlook - US

		<u>Continuous good times</u>	<u>Mixed</u>	<u>Widespread Unemploy/Depression</u>	<u>N</u>
STATEWIDE		44%	28%	28%	522
Registered to Vote	Reg. Democrat	23%	33%	44%	117
	Registered Undeclared/Not Reg.	44%	28%	28%	270
	Reg. Republican	64%	25%	11%	133
Party ID	Democrat	23%	34%	43%	206
	Independent	35%	35%	29%	90
	Republican	67%	20%	13%	212
Ideology	Liberal	23%	30%	47%	113
	Moderate	38%	33%	30%	219
	Conservative	66%	22%	12%	160
Media Usage	Listen to Conserv. Radio	72%	25%	2%	55
	Listen to NHPR	32%	34%	33%	123
	Read Local Newspapers	40%	30%	31%	67
	Read Union Leader	46%	23%	31%	103
	Watch WMUR	45%	29%	26%	253
Age of Respondent	18 to 34	45%	25%	30%	139
	35 to 49	37%	31%	32%	116
	50 to 64	45%	31%	24%	151
	65 and older	45%	28%	27%	98
Sex of Respondent	Female	38%	28%	34%	263
	Male	50%	29%	21%	259
Level of Education	High school or less	53%	26%	21%	153
	Technical school/Some college	44%	27%	30%	194
	College graduate	39%	28%	33%	96
	Postgraduate work	29%	40%	31%	72
Frequency Attending Relig. Services	Once a week or more	51%	23%	25%	95
	Once or twice a month	41%	37%	22%	33
	Few times a year	47%	23%	30%	133
	Never	39%	33%	29%	244
2016 Presidential Vote	Donald Trump	70%	23%	7%	181
	Hillary Clinton	20%	32%	48%	169
	Voted for Other	31%	38%	31%	53
	Did Not Vote	42%	27%	31%	86
Gun Owner in Household	Gun Owner	54%	25%	21%	226
	Not Gun Owner	34%	31%	35%	269
Region of State	Central/ Lakes	48%	25%	27%	99
	Connecticut Valley	35%	37%	28%	70
	Manchester Area	48%	28%	24%	90
	Mass Border	46%	29%	25%	129
	North Country	46%	24%	30%	47
	Seacoast	38%	26%	36%	87
Congressional District	First Congressional District	42%	30%	29%	266
	Second Congressional District	46%	27%	27%	257

Household Financial Condition Compared to 12 Months Ago

		<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	<u>N</u>
STATEWIDE		42%	18%	40%	593
Registered to Vote	Reg. Democrat	21%	26%	53%	138
	Registered Undeclared/Not Reg.	39%	20%	41%	303
	Reg. Republican	69%	7%	24%	150
Party ID	Democrat	21%	27%	52%	232
	Independent	36%	25%	39%	108
	Republican	67%	6%	27%	233
Ideology	Liberal	25%	21%	54%	126
	Moderate	37%	24%	39%	240
	Conservative	64%	9%	28%	185
Media Usage	Listen to Conserv. Radio	68%	0%	32%	62
	Listen to NHPR	34%	18%	48%	137
	Read Local Newspapers	35%	29%	36%	69
	Read Union Leader	41%	22%	37%	116
	Watch WMUR	42%	19%	39%	286
Age of Respondent	18 to 34	44%	17%	39%	153
	35 to 49	55%	15%	30%	131
	50 to 64	41%	18%	42%	172
	65 and older	31%	22%	48%	114
Sex of Respondent	Female	35%	22%	43%	297
	Male	50%	14%	37%	296
Level of Education	High school or less	44%	20%	36%	173
	Technical school/Some college	43%	16%	42%	220
	College graduate	43%	17%	40%	111
	Postgraduate work	38%	22%	40%	77
Frequency Attending Relig. Services	Once a week or more	44%	20%	36%	108
	Once or twice a month	41%	16%	43%	36
	Few times a year	46%	15%	40%	152
	Never	41%	19%	41%	273
2016 Presidential Vote	Donald Trump	67%	6%	28%	206
	Hillary Clinton	19%	21%	59%	191
	Voted for Other	27%	43%	30%	60
	Did Not Vote	48%	18%	35%	93
Gun Owner in Household	Gun Owner	51%	16%	34%	260
	Not Gun Owner	34%	21%	46%	301
Region of State	Central/ Lakes	42%	15%	43%	106
	Connecticut Valley	39%	20%	41%	82
	Manchester Area	47%	17%	36%	106
	Mass Border	45%	21%	34%	146
	North Country	47%	14%	39%	54
	Seacoast	34%	19%	47%	100
Congressional District	First Congressional District	40%	19%	41%	305
	Second Congressional District	44%	17%	38%	288

Household Financial Condition 12 Months from Now

		<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	<u>N</u>
STATEWIDE		34%	8%	58%	584
Registered to Vote	Reg. Democrat	16%	21%	64%	134
	Registered Undeclared/Not Reg.	34%	5%	61%	300
	Reg. Republican	50%	3%	46%	148
Party ID	Democrat	17%	16%	67%	222
	Independent	38%	6%	56%	108
	Republican	49%	2%	49%	233
Ideology	Liberal	12%	13%	75%	122
	Moderate	32%	12%	56%	241
	Conservative	49%	1%	50%	180
Media Usage	Listen to Conserv. Radio	69%		31%	60
	Listen to NHPR	19%	15%	66%	137
	Read Local Newspapers	25%	7%	67%	69
	Read Union Leader	32%	5%	63%	115
	Watch WMUR	33%	9%	59%	283
Age of Respondent	18 to 34	38%	6%	56%	154
	35 to 49	41%	6%	53%	135
	50 to 64	32%	8%	59%	165
	65 and older	20%	15%	65%	108
Sex of Respondent	Female	29%	11%	61%	298
	Male	39%	6%	55%	286
Level of Education	High school or less	37%	4%	59%	168
	Technical school/Some college	37%	8%	55%	216
	College graduate	32%	10%	58%	108
	Postgraduate work	20%	15%	65%	78
Frequency Attending Relig. Services	Once a week or more	37%	8%	55%	107
	Once or twice a month	41%	6%	53%	35
	Few times a year	31%	10%	59%	147
	Never	32%	8%	60%	271
2016 Presidential Vote	Donald Trump	53%	1%	46%	198
	Hillary Clinton	12%	15%	72%	187
	Voted for Other	38%	16%	45%	63
	Did Not Vote	28%	3%	69%	94
Gun Owner in Household	Gun Owner	42%	7%	51%	257
	Not Gun Owner	25%	10%	65%	295
Region of State	Central / Lakes	25%	10%	65%	105
	Connecticut Valley	36%	15%	49%	83
	Manchester Area	35%	4%	60%	104
	Mass Border	46%	7%	47%	140
	North Country	19%	7%	75%	49
	Seacoast	30%	8%	61%	102
Congressional District	First Congressional District	34%	7%	59%	299
	Second Congressional District	33%	10%	57%	285

Good Time to Buy Major Household Item

		<u>Good Time</u>	<u>Bad Time</u>	<u>Pro-con</u>	<u>N</u>
STATEWIDE		67%	18%	14%	513
Registered to Vote	Reg. Democrat	61%	22%	17%	113
	Registered Undeclared/Not Reg.	64%	20%	16%	259
	Reg. Republican	79%	11%	10%	139
Party ID	Democrat	60%	24%	16%	190
	Independent	58%	23%	19%	94
	Republican	80%	10%	9%	210
Ideology	Liberal	49%	28%	23%	98
	Moderate	68%	20%	12%	217
	Conservative	82%	10%	9%	167
Media Usage	Listen to Conserv. Radio	85%	2%	13%	58
	Listen to NHPR	61%	21%	17%	126
	Read Local Newspapers	68%	21%	11%	61
	Read Union Leader	72%	20%	8%	104
	Watch WMUR	72%	17%	11%	258
Age of Respondent	18 to 34	69%	21%	10%	132
	35 to 49	64%	18%	18%	104
	50 to 64	72%	16%	12%	156
	65 and older	62%	19%	18%	102
Sex of Respondent	Female	66%	20%	14%	256
	Male	69%	17%	15%	257
Level of Education	High school or less	70%	15%	16%	147
	Technical school/Some college	69%	17%	13%	197
	College graduate	69%	23%	8%	89
	Postgraduate work	58%	22%	20%	69
Frequency Attending Relig. Services	Once a week or more	75%	15%	10%	97
	Once or twice a month	56%	29%	16%	33
	Few times a year	73%	14%	13%	135
	Never	63%	21%	16%	232
2016 Presidential Vote	Donald Trump	82%	5%	12%	185
	Hillary Clinton	54%	26%	19%	167
	Voted for Other	67%	23%	11%	55
	Did Not Vote	64%	27%	9%	77
Gun Owner in Household	Gun Owner	71%	15%	14%	239
	Not Gun Owner	63%	23%	14%	247
Region of State	Central/ Lakes	76%	16%	8%	93
	Connecticut Valley	60%	26%	14%	71
	Manchester Area	58%	21%	21%	94
	Mass Border	68%	16%	16%	128
	North Country	68%	21%	12%	41
	Seacoast	73%	14%	13%	87
Congressional District	First Congressional District	69%	16%	14%	269
	Second Congressional District	65%	20%	15%	244